

## ABSTRACT

An information conveying system includes a sensor, an electroluminescent display, memory having instructions for illuminating the display in a first pattern and a controller for executing the instructions and illuminating the display when the sensor

- 5   senses the presence of a human. The sensor may include at least one motion sensor that  
senses the presence of motion such as human motion. Thus, as a person approaches the  
system, the person's motion will be detected and the controller will illuminate the display  
to according to the first pattern. The system therefore is responsive to the consumer and  
performs certain functions upon detecting the presence of a human which will attract the a
  - 10   person's attention and carry the message to the consumer. The memory may further  
contain instructions for illuminating the display in a second pattern when the sensor does  
not detect the presence of a human. The controller executes this second pattern of  
instructions and illuminates the display according to this second pattern when the sensor  
does not detect motion. The controller can also read memory instructions for creating
  - 15   sounds and transmit those sounds with a speaker in response to detected motion, an  
interface or passed motion. The inventions set forth herein also include methods of  
conveying information which include illuminating an electroluminescent display and  
creating a sound when the presence of a person is noted in an area proximal to the display  
or the speaker.

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